



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

Contract / Revision 580353 /	Alt Order #	
Product		
Contract Dates 10/02/12 - 10/07/12	Estimate # 12033	
Advertiser Matheson/D/Congress	Original Date / Revision 10/01/12 / 10/01/12	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KSTU	Account Executive Kent Carbon	Sales Office Salt Lake City
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	13	10/02/12	10/07/12	M-F 6a-7a	6a-7a		:30			NM	6	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				6	\$0.00			
N 2	13	10/02/12	10/07/12	M-F 7a-8a	7a-8a		:30			NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				9	\$0.00			
N 3	13	10/02/12	10/07/12	M-F 8a-9a	8a-9a		:30			NM	10	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				10	\$0.00			
N 4	13	10/02/12	10/07/12	M-F 530a-6a	530a-6a		:30			NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				5	\$0.00			
N 5	13	10/02/12	10/07/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$0.00			
N 6	13	10/02/12	10/07/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S				1	\$0.00			
N 7	13	10/02/12	10/07/12	M-F 9p-1005p	9p-1005p		:30			NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				5	\$0.00			
N 8	13	10/02/12	10/07/12	Sa 7a-9a	7a-9a		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$0.00			
										Totals	38	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	38	\$0.00	\$0.00
Totals	38	\$0.00	\$0.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Revised
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

12033

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct:

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSTU 5:30a News	EM		M-F	\$250.00	1	1	1	1	1			5
5:30 AM	6:00 AM	30		\$1,250.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 6a News	EM		M-F	\$375.00	1	1	2	1	1			6
6:00 AM	7:00 AM	30		\$2,250.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 7a News	EM		M-F	\$375.00	2	2	1	2	2			9
7:00 AM	8:00 AM	30		\$3,375.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 8a News	EM		M-F	\$375.00	2	2	2	2	2			10
8:00 AM	9:00 AM	30		\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
Saturday 7a News	EM		Sa	\$425.00						1		1
7:00 AM	9:00 AM	30		\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 9p News	LN		M-F	\$2,100.00	1	1	1	1	1			5
9:00 PM	10:00 PM	30		\$10,500.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Saturday 9p News	LN		Sa	\$1,000.00						1		1
9:00 PM	10:00 PM	30		\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Sunday 9p News	LN		Su	\$2,100.00						1		1
9:00 PM	10:00 PM	30		\$2,100.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Station Gross Totals				\$24,650.00	7	7	7	7	7	2	1	38

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/18/2012 3:22:55 PM

KSTU-TV

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Station Order Revised
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

12033

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct:

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSTU 5:30a News	EM	M-F	\$250.00		1	1	1	1	1			5
5:30 AM	6:00 AM	30		\$1,250.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 6a News	EM	M-F	\$375.00		1				1			2
6:00 AM	7:00 AM	30		\$750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 7a News	EM	M-F	\$375.00		2	2	2	2	2			10
7:00 AM	8:00 AM	30		\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 8a News	EM	M-F	\$375.00		2	2	2	2	2			10
8:00 AM	9:00 AM	30		\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
Saturday 7a News	EM	Sa	\$425.00						1			1
7:00 AM	9:00 AM	30		\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 9p News	LN	M-F	\$2,100.00		1	1	1		1			4
9:00 PM	10:00 PM	30		\$8,400.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Saturday 9p News	LN	Sa	\$1,000.00						1			1
9:00 PM	10:00 PM	30		\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Sunday 9p News	LN	Su	\$2,100.00						1			1
9:00 PM	10:00 PM	30		\$2,100.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Station Gross Totals			\$21,425.00		7	6	6	6	6	2	1	34

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 10:44:46 AM

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